

House Committee on Behavioral Health and Health Care
Oregon State House of Representative
RE: HB 3090, Protecting youth from nicotine addiction

Dear Chair Nosse, Vice-Chairs Nelson and Goodwein, members of the House Committee

On Behavioral Health and Health Care:

I am writing in support of HB 3090, the Preventing Nicotine Addiction Bill, which will protect our kids and our communities by ending the sale of all flavored tobacco products in Oregon. I am a mentor to adolescents of color and a small business owner for an organization that supports parents for helping youth reach academic success.

As a community leader, I support this bill because I have experienced the negative impact of the use of flavored tobacco by a loved one and I regularly see the struggle of parents and youth I work with dealing with such addictive substances presented in such a deceiving manner.

Big Tobacco targets youth with advertising, flavors, and product placement. Seeing flavors like Cotton Candy and Tutti Frutti in convenience stores next to actual candy is confusing for kids. Please consider these stunning facts:

- More than 3 million middle and high school students use tobacco and e-cigarettes.
- 85% of youth e-cigarette users use flavored products.
- Tobacco is the leading cause of preventable death and disease in Oregon, killing over 8,000 Oregonians a year.

As you know, nicotine is highly addictive and can harm adolescent brain development. We need to take action to protect future kids from damaging their health and being addicted to vaping.

Getting flavored tobacco if you are under 21 isn't difficult. Many of the youth are able to purchase it in stores:

- The Oregon Health Authority recently reported that 25% of Oregon businesses sold tobacco to underage buyers.

I ask you to please support HB 3090, the Preventing Nicotine Addiction Act. This policy can prevent future kids across Oregon from nicotine addiction and poor physical, mental, and developmental health challenges caused by these products.

Thank you for caring about the health and well-being of Oregon's kids.

Sincerely,
ANA RUIZ MORILLO
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